

Outline for Introduction e-mail for general networking contacts

TITLE OF E-MAIL:

Dan Smith - Introduction of Alex Davis and Phil Tripper

TIP: Include your name (e.g. Dan Smith) in the title, it's a way to market yourself.

BODY OF E-MAIL:

Dear Jim/Dan,

I am introducing you for purpose of mutual business development due to your common work with family businesses (Alex - family transition/Phil - family financial advisor)

Alex works with families across the U.S., as does Phil, so perhaps there are is an opportunity work together.

I'll leave you to connect with one another.
(Alex: alex@internet.com, Phil: Phil@internet.com)

Best regards,

Dan

Dan Smith
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TIP: Keep it short & focused
What is the mutual benefit of the introduction

Example of connection that you see possible

What is the next step

Always include your contact information

OTHER NOTES:

- 1) If there are other connection points like same college, etc. - mention it in the middle paragraph
- 2) Make sure there is a mutual benefit for both parties when making an introduction. If you are uncertain, just reach out to one of them and ask if they see value in the introduction.
- 3) Keep track of the introductions you have made.
- 4) Check back with people after 30+ days to see if they connected, etc. - Gives you another reason to connect with them.